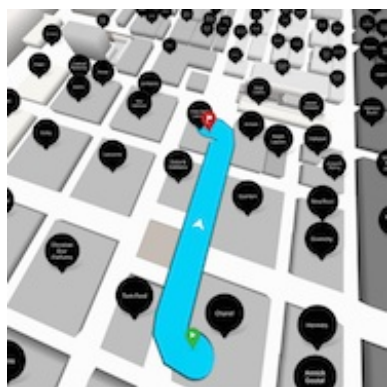


MOBILE

Galleries Lafayette creates in-store trip planner to ease shopping

July 18, 2014



Screenshot of Galleries Lafayette's Haussmann app

By SARAH JONES

French department store chain Galleries Lafayette is helping consumers plan their shopping excursions with a new mobile application.

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Luxury Daily

Through the app, consumers can map out an itinerary before traveling to the chain's 10-story flagship Paris store on Boulevard Haussmann. As a main tourist destination in Paris, this app will help visitors to Galleries Lafayette find what they are looking for within the large department store, acting as an extension of the customer service team.

"For the past few years, both department stores and brands have been exploring in-store digital wayfinding as a way to improve the customer experience and reduce the cost of new physical signage every time the store layout changes," said Kevin Jennings, vice president of strategy at [Fuzz Productions](#), New York. "Developments in mobile have only increased the opportunities to bring wayfinding and improved navigation directly to consumers' handsets.

"Galleries Lafayette is doing what every retailer should be doing: putting the customer in the driver's seat," he said. "Well-architected digital experiences have spoiled consumers,

giving them the ability to find exactly what they want in a matter of clicks or taps—whether on desktop, tablet or handset—and they're getting better all the time.

"Navigating hundreds of thousands of square feet of retail space can be daunting and frustrating, sending unhappy customers to the nearest exit empty-handed. Galeries Lafayette is attempting to change that by giving customers the tools to seamlessly engage with physical and digital brand experiences, using both to augment and enhance each other."

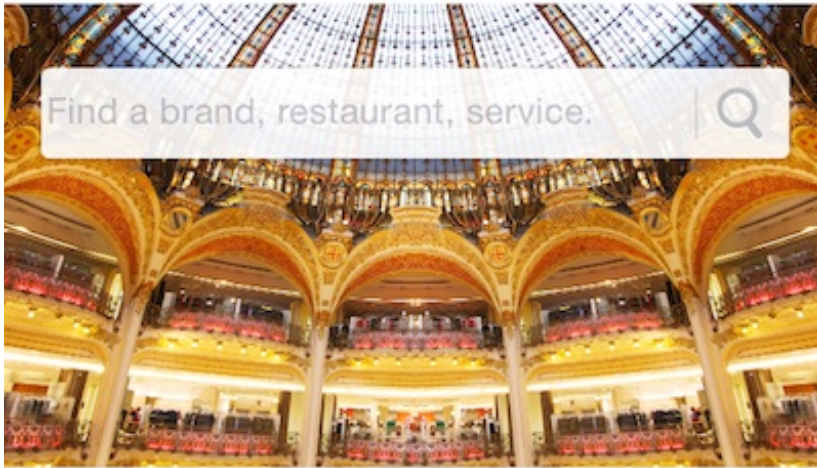
Mr. Jennings is not affiliated with Galeries Lafayette, but agreed to comment as an industry expert.

Galeries Lafayette did not respond by press deadline.

Finding your way

Galeries Lafayette's app is available for free for both **Apple** and **Android** devices.

When the app opens, consumers are presented with a search bar and a map of Paris above the fold. The search function allows consumers to find brands, restaurants in-store and customer services.



PLAN MY VISIT

Screenshot of Galeries Lafayette's app

If the map is clicked, consumers are shown an aerial view of the flagship store, giving an idea of its location compared with landmarks, including the Musée du Louvre and Place Vendôme.



Screenshot of Galeries Lafayette's app

A “Plan my visit” link on the homepage takes the consumer to a section of the app where they can lay out an itinerary by selecting brands or other spots within the store.

The user’s search term brings up options, for instance Burberry gives the choice of men’s, women’s or children’s fashion, as well as the brand’s place in various shoe and accessory departments.

Once the correct one is chosen, the brand is added to a list. Consumers can then click a plus sign icon to add it to their itinerary.

A “My itinerary” page allows the consumers to plug in both an origin and a destination and map out a route within the store. They can click on brands and departments already searched for to add them to the fields.



My location



My destination



PLAN MY VISIT

CHLOÉ

CHILDREN'S
FASHION

BURBERRY

MEN'S
FASHION

GUCCI

WOMEN'S
LEATHER GO...

HISTORY



Burberry Brit



Gucci

Screenshot of Galeries Lafayette's app

Arrows then show the user where to go, plotting the directions on a map with lines.



Screenshot of Galeries Lafayette's app

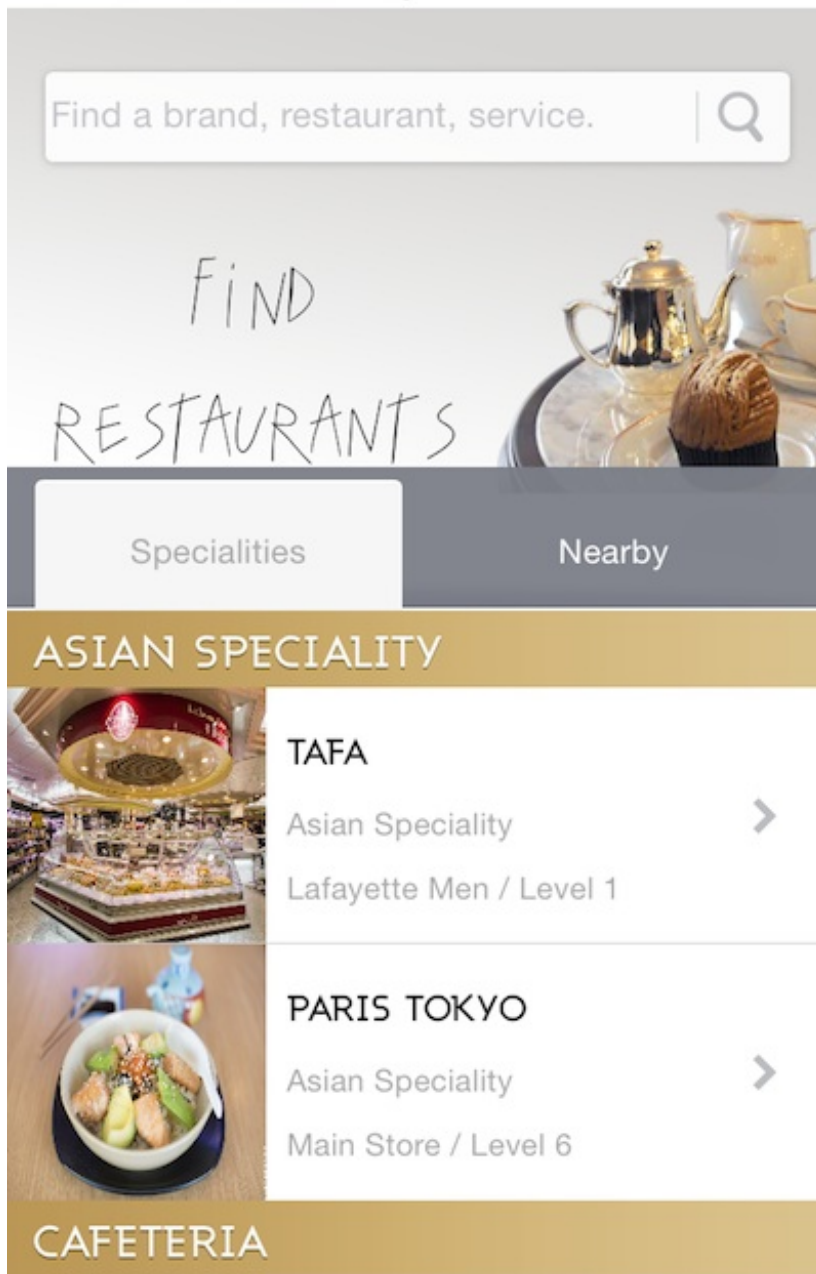
A pin icon at the bottom of the page allows the user to turn location services on and off. To search for directions in a different manner, consumers pull up a full map of the store by exiting out of directions in the itinerary section. They can then swipe through floors to see what departments are included on each level.



Screenshot of Galeries Lafayette's app

If a consumer would rather browse through brand names than search, there is a link to the complete list provided in a menu in the top right of the app. From the list, brands can be added to the itinerary.

"Customer services" gives helpful information, including where restrooms, ATMs and the click-and-collect pick up station are, while "Restaurants" allows consumers to search by food type.



Screenshot of Galeries Lafayette's app

In settings, the consumer can pick from 14 languages and select a “best itinerary” option if they have limited mobility or a stroller or wheelchair, and want a route with an elevator.

Mobile in retail

Geolocation apps are an emerging trend in retail.

French department store chain Printemps is helping consumers find exactly what they are looking for in-store with a new mobile application.

The app uses geolocation to let users pinpoint brands, services and their friends inside the chain's Paris Haussmann flagship. Since consumers are very likely to be on their mobile device while in-store, it makes sense for a retailer to aid their shopping experience with an app ([see story](#)).

"The immense pressure to be first will cause many more apps like this—leveraging emerging indoor and near-field location technologies—to come to market," Mr. Jennings said. "A point of caution: any credit you get for being first will be immediately negated by poor or flawed execution of a new feature or new functionality."

"Sophisticated brands are piloting programs like iBeacons-based messaging in a small number of locations to assure that their implementation will resonate with customers," he said. "Indoor location tracking merits a similarly, if not more, cautious approach."

Consumers are likely to have their smartphone out while shopping, so creating a useful tool for their devices makes sense.

A Forrester Research analyst at the Mcommerce Summit: State of Mobile Commerce 2013 conference said that three-quarters of consumers surveyed use their smartphones while in-store.

During the "Understanding the Mobile Commerce Opportunity" session, the analyst discussed the importance of developing a solid mobile strategy for marketers, even though mobile commerce is relatively new. Also, brands should tailor their mobile experiences to whichever device a consumer is using and where that consumer is at on their purchase journey ([see story](#)).

This type of app opens up possibilities for retailers.

"While the app appears to focus solely on navigation, the opportunities for retailers, brands and consumers are endless," Mr. Jennings said. "For example, brands like Ralph Lauren, who have multiple labels represented throughout larger department stores, can leverage the app to guide brand-loyal customers to all of their boutiques."

"As the app evolves, so will the marketing opportunities," he said. "Galeries Lafayette may be able to suggest in-store destinations based on areas you've visited or purchases you've made, or to notify you upon entry when a boutique you love has moved or products you've purchased have changed locations. If you're creating a route from Point A to Point B, boutiques along that path may be able to invite you to stop by."

"As they gain popularity and users, these apps will also become monetization opportunities for larger department stores to sell advertising to brands they carry—from traditional mobile advertising like banners and overlays to promoted product or destinations."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/3LA0NCbKLZY](https://www.youtube.com/embed/3LA0NCbKLZY)